

REMARKS

I. Affirmation of Restriction Election

At page 3, items 6–7 of the Office Action, the Examiner indicates that an election was made by the Applicant's agent to elect Group II with traverse. The Applicant's agent believes that this election was made *without* traverse. At this time the agent would like to affirm the election of group two, claims 10-49, *without* traverse.

Accordingly, claims 1–9 are withdrawn from consideration.

II. Response to Examiner Objections

At pages 3–4, item 9 of the Office Action, the drawings are objected to for failing to show necessary textual labels of features or symbols in Figures 2, and 4A–4B, as described in the specification. In response to the objection, the Applicant has re-drafted Figures 2 and 4A–4B to enhance the labels used to identify the elements of the drawings. No new matter has been added.

Accordingly the Applicant requests that the Examiner withdraw the objection to the drawings.

III. Response to Rejections Under 35 USC §112

At pages 4-5, item 11 of the Office Action, claims 12, 14-16, 21, 23-25, 30, 32-34, 39, 41-43 are rejected under 35 USC §112, first paragraph, as failing to comply with the written description requirement.

Regarding claims 12, 21, 30, and 39, the Applicant has canceled these claims.

Regarding claims 14, 23, 32, and 41, the Applicant has replaced "global advertisement information" and "specific advertisement information" with "global advertiser profile information" and "specific advertisement profile information", respectively, as suggested by the Examiner.

Regarding claims 15, 24, 33, and 42, the Applicant has replaced "behavior information" and "voluntary information" with "behavior profile information" and "voluntary profile information", respectively, as suggested by the Examiner.

Regarding claims 16, 25, 34, and 43, the Applicant has canceled these claims and incorporated limitations from these claims into their respective base claims.

Accordingly, the Applicant requests that the Examiner withdraw to rejections under 35 USC § 112.

IV. Response to Rejections Under 35 USC §103

At page 10, item 19, claims 16, 25, 34, and 43 are rejected under 35 USC §103(a) has been unpatentable over Dasan (United States Patent No. 5,761,662, hereinafter referred to as "Dasan") and Hoyle (United States patent No. 6,141,010, hereinafter referred to as "Hoyle") in view of Headrick (United States patent No. 6,557,006, hereinafter referred to as "Headrick"). The Applicant respectfully traverses this rejection since none of these references, taken either individually or in combination therewith, suggest, mention, or otherwise make obvious reader profile information that "includes one or more type of denied data", as recited in amended independent claims 10, 19, 28, and 37, from which claims 16, 25, 34, and 43, respectively, depend.

In Dasan, an automatic method and system for retrieving information based on a user-defined profile is disclosed. Dasan includes a user-controlled client establishing communication with a stateless server, in which the server presents a list of options to the client between the server and the client. However, at no point within Dasan is there any mention of the user-defined profile including any type of the "denied data", or any other reference to specific content that the user does not want to receive. As shown in Figures 8 and 10 of Dasan, the user selects a profile of content that the user wishes to receive. However, there are no Figures (nor accompanying

description) that allow the user to select "denied data", as recited in amended independent claims 10, 19, 28, and 37.

In Hoyle, a computer interface method and apparatus with targeted advertising is disclosed. Hoyle provides a method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and a user interaction with the computer. However, at no point within Hoyle is there any mention of a user profile being defined that "includes one or more type of denied data", as recited in amended independent claims 10, 19, 28, and 37. Nor does Hoyle include any other reference to specific content that the user does not want to receive. In Hoyle, the software application targets advertisements in response to normal user interaction with the computer. However, Hoyle is completely silent on any mention of "denied data", as recited in amended independent claims 10, 19, 28, and 37.

In Headrick, a system and method for displaying an interactive electronic representation of a corresponding static media objects is disclosed. Headrick includes a unique identification tag also associated with the interactive electronic representation, which is stored in a computer database. However, Headrick is completely silent on any aspect of the use of "denied data", as recited in amended independent claims 10, 19, 28, and 37. Nor does Headrick include any other reference to specific content that the user does not want to receive.

When the Dasan, Hoyle, and Headrick references are combined, the combination does not produce the Applicant's claimed invention. Since none of the cited references include any provision of a user defined profile that might include a type of "denied data", or otherwise allude to content that the user does not want to receive, it would be impossible to combine these references to produce the Applicants claimed invention.

Accordingly, the Applicants requested that the Examiner withdraw to rejection under 35 USC § 103(a).

V. **Additional Fees**

It is not believed that additional fees are due at this time; however, if any additional fee is required in connection with the filing of this Amendment, please charge the fee to Deposit Account No. 08-2025.

Respectfully Submitted,
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